WIC EBT Business Intelligence Panel Session

Department of State Health Services
Nutrition Services Section
1100 W. 49th Street
Austin, TX 78756

Ray Krzesniak, Unit Manager Food Issuance and Redemption Services

ray.krzesniak@dshs.state.tx.us

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Texas Department of State Health Services



WIC EBT

EBT Data Used to Examine Redemption Levels for All WIC Foods

- Monthly report summarizes percentages of issued foods versus redemption levels for current and previous months.
 - Report data used by program management for decision making. In example, due to a low redemption rate (63%) for legumes, state added canned beans to selection effective August 2010.
- Monthly cascade report provides ability to look at clients' choices by food type within a category (e.g. within the grain group: bread, tortillas, rice & oatmeal. Within CVB: fresh fruit, fresh vegetables, frozen fruit, frozen vegetables).
- Another monthly report arrays dollar amount and percentages for fruits and vegetables.
- Data is provided to program managers and nutrition staff for enhancement of client education. Also shared with the Texas Retailers' Association who publishes select information in its news bulletins.

0910 1004 1005 1006 1007 1008 01-000: MILK SKIM 1/2% 1% 2% 0.7652% 0.7978% 0.8082% 0.8136% 0.8143% 0.8239 01-001: WHOLE MILK ONLY 0.8571% 0.8560% 0.8647% 0.8673% 0.8679% 0.8774 01-004: MILK SKIM 1/2% 1% 2% QT 0.3054% 0.5020% 0.5148% 0.5188% 0.5317% 0.5386 01-005: WHOLE MILK ONLY QT 0.3873% 0.5692% 0.5779% 0.5877% 0.5951% 0.6071% 02-012: CHEESE 0.8144% 0.8207% 0.8271% 0.8388% 0.8317% 0.8400% 02-013: CHEESE 8 OZ 0.1053% 0.2198% 0.1685% 0.2209% 0.2222% 0.2824% 03-000: EGGS-A OR AA LARGE/MED/SMALL 0.8610% 0.8596% 0.1685% 0.2209% 0.2222% 0.2824% 03-001: JUICE 64 OZ &/OR 16 OZ FRZ 0.6580% 0.7494% 0.7605% 0.7663% 0.7654% 0.7392% 0.7332% 0.7329% 0	
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	0.69%
	0.52%
11-388: SIMILAC ADVANCE CON 130Z 0.9409% 0.9506% 0.9486% 0.9490% 0.9463% 0.9485 %	0.95%
11-389: SIM SENS ISOMIL SOY PWD 12.4OZ 0.9451% 0.9462% 0.9435% 0.9442% 0.9432% 0.9500 %	0.95%
11-391: SIM SENS ISOMIL SOY CON 13OZ 0.9336% 0.9409% 0.9333% 0.9414% 0.9360% 0.9424 %	0.94%
11-394: SIMILAC SENSITIVE PWD 12.60Z 0.9512% 0.9584% 0.9586% 0.9597% 0.9594% 0.9610 %	0.96%
11-411: SIMILAC SENSITIVE CON 13OZ 0.9433% 0.9514% 0.9528% 0.9508% 0.9452% 0.9484 %	
11-414: SIMILAC ADVANCE PWD 12.40Z 0.9524% 0.9590% 0.9593% 0.9599% 0.9607% 0.9622 %	0.96%
15-001: LACTOSE FREE MILK SKM 1% OR 2% 0.7238% 0.7562% 0.7633% 0.7632% 0.7639% 0.77773 %	
15-007: EVAP MILK LOWFAT/FATFREE 12 OZ 0.4050% 0.7768% 0.7890% 0.8050% 0.8159% 0.8162 %	0.72%
15-008: NONFAT DRY MILK 0.3426% 0.6301% 0.5821% 0.6194% 0.5997% 0.5271 %	
15-009: LACTOSE FREE WHOLE MILK 0.7446% 0.7727% 0.7780% 0.7772% 0.7861% 0.7975 %	
15-010: LACTOSE FREE MILK SKM 1% OR 2% QT 0.1305% 0.3091% 0.3109% 0.3304% 0.3240% 0.3228 %	
15-012: TOFU 1 LB PKG 0.2694% 0.2597% 0.2667% 0.2274% 0.2601% 0.2381 %	
15-013: SOY MILK 0.5909% 0.6395% 0.6271% 0.6237% 0.6334% 0.6523 %	
15-015: EVAP WHOLE MILK 12 OZ 1.0000% 0.8676% 0.8093% 0.9063% 0.9020% 0.9356 %	
15-016: KOSHER WHOLE MILK ONLY 0.5586% 0.6232% 0.6000% 0.5513% 0.4242% 0.8039 %	
15-017: KOSHER MILK SKIM 1/2% 1% 2% 0.4899% 0.6360% 0.6848% 0.6613% 0.5632% 0.6885 %	
15-020: KOSHER CHEESE 0.6327% 0.5769% 0.2407% 0.5088% 0.5000% 0.6735 %	
16-000: BREAD/TORTILLAS/RICE/OATMEAL 0.5192% 0.6251% 0.6350% 0.6404% 0.6438% 0.6548 %	
16-007: BREAD WHL WHEAT 20-24OZ 0.1739% 0.3542% 0.4348% 0.4130% 0.4828% 0.4945 %	
17-000: BABY FOOD FRUIT OR VEG 4 OZ 0.5342% 0.6141% 0.6177% 0.6228% 0.6154% 0.6248 9	
17-003: BABY FOOD MEAT 2.5 OZ 0.6025% 0.4983% 0.4873% 0.4875% 0.4924% 0.5079 %	
19-000: FRUITS &/OR VEGETABLES 0.6486% 0.7682% 0.7778% 0.7855% 0.7807% 0.7966 %	

Participation	1,034,731		1,030,892		1,034,074		1,028,001		1,034,799	
GRAINS	APRIL		MAY		JUNE		JULY		AUGUST	
ITEM#DESCRIPTION	Redeemed	% of Total	Redeemed	% of Total	Redeemed	% of Total	Redeemed	% of Total	Redeemed	% of Total
Whole Wheat Bread 16 oz	383,957	51.79%	400,934	53.10%	402,757	53.42%	406,748	52.52%	406,143	53.68%
Corn Tortillas 16 oz	210,527	28.40%	213,227	28.24%	217,750	28.88%	229,554	29.64%	223,804	29.58%
Wheat Tortillas 16 oz	56,356	7.60%	53,704	7.11%	50,774	6.73%	49,864	6.44%	45,896	6.07%
Brown Rice 16 oz	34,831	4.70%	31,999	4.24%	29,144	3.87%	30,390	3.92%	26,732	3.53%
Oatmeal 16 oz	55,681	7.51%	55,173	7.31%	53,527	7.10%	57,915	7.48%	53,990	7.14%
Total Pounds Redeemed	741,352		755,037		753,952		774,471		756,565	
Total Dollar Redeemed	\$1,130,688		\$1,154,833		\$1,153,985.09		\$1,177,472.74		\$1,158,753.21	
Overall Redemption Rate	63%		64%		64%		64%		65%	

Fruits & Vegetables Summary - 2010										
Participation	1,034,731		1,030,892		1,034,074		1,028,001		1,034,799	,
FRUITS & VEGETABLES	APRIL		MAY		JUNE		JULY		AUG	
ITEM # DESCRIPTION	Redeemed	% of Total								
Apples	\$417,776	9.58%	\$426,543	9.89%	\$467,542	10.68%	\$387,472	8.90%	\$395,772	9.12%
Bananas	\$506,209	11.57%	\$516,037	11.96%	\$502,846	11.49%	\$509,649	11.71%	\$505,653	11.65%
Oranges	\$347,539	7.94%	\$295,217	6.84%	\$221,696	5.07%	\$188,802	4.34%	\$196,806	4.53%
Grapes	\$349,594	8.01%	\$330,763	7.67%	\$388,828	8.89%	\$374,215	8.60%	\$412,092	9.49%
Tomatoes	\$428,082	7.81%	\$313,805	7.27%	\$333,823	7.63%	\$344,661	7.92%	\$370,417	8.53%
Lemon Limes	\$114,038	2.61%	\$116,270	2.70%	\$112,851	2.58%	\$104,788	2.41%	\$108,483	2.50%
Berries	\$359,463	8.23%	\$352,369	8.17%	\$322,986	7.38%	\$288,874	6.64%	\$277,491	6.39%
Avocados	\$201,261	4.61%	\$204,158	4.73%	\$202,139	4.42%	\$211,652	4.86%	\$209,173	4.82%
Peppers	\$176,905	4.01%	\$175,038	4.06%	\$163,275	3.73%	\$169,919	3.90%	\$170,145	3.92%
Lettuce	\$145,744	3.33%	\$146,753	3.40%	\$156,885	3.59%	\$159,452	3.66%	\$157,979	3.64%
Onions Leeks	\$192,458	4.41%	\$179,347	4.16%	\$146,193	3.34%	\$158,871	3.65%	\$169,535	3.90%
Peach Nect Plums Apricots Cherries	\$79,962	1.82%	\$83,694	1.94%	\$453,109	10.35%	\$339,272	7.79%	\$278,367	6.41%
Broccoli Cauliflower	\$84,985	1.94%	\$86,294	2.00%	\$83,524	1.91%	\$85,327	1.96%	\$84,537	1.95%
Carrots Turnips Beets	\$100,697	0.91%	\$38,819	0.90%	\$73,387	1.68%	\$98,363	2.26%	\$100,138	2.31%
Pears	\$55,671	1.27%	\$62,213	1.44%	\$55,688	1.27%	\$48,948	1.12%	\$51,630	1.19%
Melons	\$130,805	3.01%	\$184,237	4.27%	\$254,842	5.82%	\$246,764	5.67%	\$238,598	5.50%
Squash	\$49,881	1.14%	\$49,242	1.14%	\$45,116	1.03%	\$49,161	1.13%	\$51,865	1.19%
Corn	\$57,259	1.30%	\$85,768	1.99%	\$77,682	1.78%	\$82,215	1.89%	\$65,439	1.51%
Mango	\$138,970	3.18%	\$163,922	3.80%	\$165,808	3.79%	\$177,739	4.08%	\$116,701	2.69%
Pineapple	\$68,858	1.58%	\$72,267	1.68%	\$77,891	1.78%	\$67,670	1.55%	\$45,390	1.05%
Misc.	\$272,834	11.76%	\$430,858	9.99%	\$272,149	6.22%	\$258,761	5.95%	\$335,355	7.72%
								<u> </u>	·	
Total Dollar Redeemed	\$4,278,992		\$4,313,613		\$4,578,260		\$4,352,574		\$4,341,563)
Redemption Rate	77%		78%		79%		78%		80%	

EBT Data Used for New Food Package Decisions & To Prepare Vendors for Changes

- USDA mandated women and children 2 years of age and older not receive whole milk. Only low fat milk was to be allowed.
 - Data showed approximately 85% of clients were selecting whole milk prior to change.
 - EBT data used to prepare vendor Newsletters and PowerPoint presentations for 34 Regional Vendor Meetings in months prior to go live for the new food packages.
 - State able to quantify impact of change in the type of milk to be authorized and product sizes (gallon, half gallons, and quarts).
 - State able to make reduction projections on other foods (Cheese and Eggs) to advise vendors on how to modify their ordering/stocking.

January 2009 Milk Redemptions									
Gallons									
		Gallons	% of Total						
	Whole	1,112,741	84.62%						
	2%	177,232	13.48%						
	Others	25,013	1.90%						
	Total	1,314,986							
1/2 Gallo	ns								
		Half Gallons	% of Total						
	Whole	283,910	80.56%						
	2%	48,514	13.77%						
	Others	19,996	5.67%						
	Total	352,420							

EBT Data Used for Cost Containment

- In July 2006, prior to EBT, over \$800,000 per month was recouped from vendors through cost containment. The EBT system gave Texas the ability to lessen the impact of cost containment on vendors by using a "cascading of food items" approach:
 - Foods are issued at the generic subcategory level in the clinic without the client having to specify food type.
 - Clients are able to shop at store for different food types.
 - Transactions are edited at the state by UPC's specific subcategory for Not-to-Exceed.
 - Cost containment is run at the specific subcategory level to arrive at a Maximum Allowable Reimbursement (MAR) for each specific subcategory.
- Monthly cost containment recoupments are now \$274,000 per month

	August 2010 Grain Casca	ns				
Sub Cate			Units Redee			Cascade
gory	Description	UOM	med	Paid Amount	Avg Price	MAR
1	WHOLE WHEAT BREAD	lb	406143	\$745,485.84	\$1.84	\$2.20
3	CORN TORTILLAS	lb	223804	\$249,276.16	\$1.11	\$1.33
4	WHEAT TORTILLAS	lb	45896	\$84,864.12	\$1.85	\$2.22
5	BROWN RICE	lb	26732	\$19,093.30	\$0.71	\$0.85
6	OATMEAL	lb	53990	\$60,033.79	\$1.11	\$1.33
			756565	\$1,158,753.21	\$1.53	
	Cost Containment w/o Cascade			MAR	\$1.83	

Summary for Cost Containment
Based on August 2010 Process Month

120%

	Total Paid Amount	Total Paid for Items to be adjusted	Adjustment Amount	% of Total Paid
Traditional WIC	\$39,531,611.35	\$1,432,975.96	\$132,909.16	0.3362%
Predominantly WIC	\$6,447,131.21	\$4,478,927.94	\$140,993.19	2.1869%
	\$45,978,742.56	\$5,911,903.90	\$273,902.35	

EBT Data Used for Cost Containment (continued)

Currently Texas uses cascading for seperating:

- Milk: gallons and ½ gallons
- Adult Cereals: high priced cereals and low cost cereals
- Legumes: dried beans, canned beans, and peanut butter.
- Grains: Whole wheat bread, corn tortillas, wheat tortillas, brown rice, and oatmeal.
- Infant Fruits & Vegetables
- Tuna and Salmon

In the future, we may use cascading to delineate high cost versus low cost juices.

		August 2010 Cascade				
	Sub					
	Cate			Units		Avg
Cat	gory	Description	UOM		Paid Amount	Price
5		HIGH COST CEREAL	ounce		\$2,203,526.15	
5	2	LOW COST CEREAL	ounce	6789528		
5	3	GLUTEN FREE CEREAL	ounce	1210	\$241.49	
6	1	DRY BEANS 1 LB PKG	item	352977	\$277,108.51	\$0.79
6	2	PEANUT BUTTER 18 OZ	item	165029	\$326,523.28	\$1.98
6	3	CANNED BEANS	item	75144	\$63,950.08	\$0.85
8		TUNA IN WATER 5 OZ &/OR 6 OZ	ounce	367920	\$52,459.85	
8	3	SALMON IN WATER 5 OZ &/OR 6 OZ	ounce	31496	\$8,484.46	
16		WHOLE WHEAT BREAD	lb	406143	<u> </u>	\$1.84
16		CORN TORTILLAS	lb	223804	\$249,276.16	\$1.11
16		WHEAT TORTILLAS	lb	45896	\$84,864.12	\$1.85
16		BROWN RICE	lb	26732	 	\$0.71
16	6	OATMEAL	lb	53990	\$60,033.79	\$1.11
17		GERBER BABY FRUIT 4 OZ	ctnr	936332	\$499,746.57	
17		GERBER BABY VEGETABLES 4 OZ	ctnr	711241	\$377,128.85	
17		BEECH NUT BABY FRUIT 4 OZ	ctnr	416095	\$201,618.91	
17		BEECH NUT BABY VEGETABLES 4 OZ	ctnr	268416	\$128,708.71	
17		NATURE GOODNESS BABY FRT 4 OZ	ctnr	94871	\$45,708.12	
17	7	NATURE GOODNESS BABY VEG 4 OZ	ctnr	46804	\$22,344.40	
19		FRESH FRUITS	value		\$3,075,647.32	
19		FRESH VEGETABLES	value		\$1,095,560.52	
19		FROZEN FRUITS	value	64860	' '	
19	4	FROZEN VEGETABLES	value	105474	\$105,485.35	

Monitoring Least Expensive Brands Data

EBT data now used to determine vendor compliance with state policy on Least Expensive Brands (LEB). For 2 decades Texas used LEB but had to make assumptions regarding vendor compliance in the paper voucher system.

- Texas currently has 8 food types that are Least Expensive Brand (LEB) required: Milk, Cheese, Fluid & Frozen Juice, Whole Wheat Bread, Yellow or White soft Corn & Whole Wheat Tortillas, Brown Rice, & Dried Beans/Peas/Lentils
- Vendor Unit staff query system each month to determine adherence to LEB. By contract/policy, vendors with less than 85% compliance in any of the LEB foods receive written warning on first occurrence and sanctions upon non-compliance in subsequent months.
- Has led to many store systems being modified to flag only their declared LEB brands for these foods to initially scan.

UPC	Desc	Package Size	Qty	Paid Amt	% of Total Sold	Declared LEB	% Sold not LEB
MILK (Cat 01)							
00000014000001219	POINSETTIA WHOLE MILK	1.00 gal	14	\$39.06	8.64%		
00000014000001332	POINSETTIA WHOLE MILK	0.50 gal	4	\$6.96	2.47%		
00000014000002728	POINSETTIA 1 % MILK	1.00 gal	26	\$72.54	16.05%		
00000014000002780	POINSETTIA 2% MILK	1.00 gal	80	\$223.20	49.38%		
00000014000003305	POINSETTIA 2% MILK	0.50 gal	3	\$5.22	1.85%		
00000014000008881	BORDEN WHOLE MILK QT	1.00 qt	3	\$4.77	1.85%		
00000014000101186	BORDEN FAT FREE SKIM MILK 1 QT	1.00 qt	17	\$27.03	10.49%	POINSETTIA	10.49%
00000041271003598	OAK FARMS WHOLE MILK	1.00 gal	6	\$17.94	3.70%	POINSETTIA	3.70%
00000870663001894	BORDEN 2 % MILK QT	1.00 qt	9	\$15.21	5.56%		
		·	162	\$411.93	100.00%		14.20%
JUICE (Cat 04)							
00000014000009710	BORDEN ORANGE JUICE 64 OZ REF	1.00 ctnr	17	\$32.13	19.54%	POINSETTIA	19.54%
00000050700039381	PARADE PURPLE GRAPE JUICE 64 OZ	1.00 ctnr	3	\$7.47	3.45%		
00000050700048376	PARADE APPLE JUICE 64 OZ	1.00 ctnr	10	\$18.90	11.49%		
00000050700554808	PARADE ORANGE UNSWEETENED JUICE 64 O		2	\$4.38	2.30%		
00000050700554822	PARADE ORANGE MANGO JUICE 64 OZ	1.00 ctnr	3	\$7.17	3.45%		
00000050700554839	PARADE PINEAPPLE MANGO JUICE 64 OZ	1.00 ctnr	2	\$4.38	2.30%		
00000050700554846	PARADE VEGETABLE JUICE 64 OZ	1.00 ctnr	17	\$38.93	19.54%		
00000050700554884	PARADE PINK GRAPEFRUIT JUICE 64 OZ	1.00 ctnr	1	\$2.49	1.15%		
00000050700554891	PARADE PINEAPPLE JUICE 64 OZ	1.00 ctnr	2	\$4.98	2.30%		
00000050700554914	PARADE ORANGE JUICE 48 OZ	1.00 ctnr	3	\$6.27	3.45%		
00000050700554969	PARADE APPLE JUICE 48 OZ	1.00 ctnr	6	\$12.54	6.90%		
00000050700554976	PARADE VEGETABLE JUICE 48 OZ	1.00 ctnr	9	\$18.81	10.34%		
00000050700555690	PARADE PURPLE GRAPE JUICE 48 OZ	1.00 ctnr	1	\$2.09	1.15%		
00000051022502454	FIESTA APPLE JUICE 64 OZ	1.00 ctnr	10	\$18.90	11.49%	PARADE	11.49%
00000870663001924	POINSETTIA ORANGE JUICE 64 OZ REF	1.00 ctnr	1	\$2.19	1.15%		
			87	\$181.63	100.00%		31.03%

	Fruits & Ve	egetables Sum	mary - 2010			
Participation	1,051,414	1,049,577	1,044,623	1,038,219	1,024,225	1,034,168
FRUITS & VEGETABLES	ост	NOV	DEC	JAN	FEB	MARCH
ITEM # DESCRIPTION	Redeemed	Redeemed	Redeemed	Redeemed	Redeemed	Redeemed
			** *** ***		** ***	*
Total Dollar Redeemed	\$450,780	\$1,781,381	<u> </u>			· · ·
Redemption Rate	65%	73%	73%	76%	74%	78%
	Fruits & Ve	egetables Sum	mary - 2010			
Participation	1,034,731	1,030,892	1,034,074	1,028,001	1,034,799	
FRUITS & VEGETABLES	APRIL	MAY	JUNE	JULY	AUG	SEPT
ITEM # DESCRIPTION	Redeemed	Redeemed	Redeemed	Redeemed	Redeemed	Redeemed
Total Dollar Redeemed	\$4,278,992	\$4,313,613	\$4,578,260	\$4,352,574	\$4,341,563	
Redemption Rate	77%	78%	79%	78%	80%	
How Many Clients Redeem 100% of 1	Their CVB?		Jun-10	Jul-10	Aug-10	
# PANS Issued Benefits			638,099	635,091	639,229	
# FAINS ISSUEU DEHEIRS			030,099	035,091	039,229	
# PANS Issued Cash Value Benefit		575,249	570,117	573,885		
# PANS Redeemed 100% CVB			69,929	63,989	59,339	
% of PANS Redeeming 100% CVB			12.16%	11.23%	9.67%	







